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US-PAT-NO:

6219696

DOCUMENT-IDENTIFIER: US 6219696 B1

TITLE:

System for providing

targeted internet information to

mobile agents

DATE-ISSUED:

April 17, 2001

INVENTOR - INFORMATION:

NAME

CITY

ZIP CODE STATE COUNTRY

Wynblatt; Michael

Plainsboro

NJ N/A

N/A

Hsu; Arding

Kendall Park

NJ

N/A N/A

ASSIGNEE INFORMATION:

NAME

CITY

STATE

ZIP CODE COUNTRY TYPE CODE

Siemens Corporate

Princeton

NJN/A

N/A 02

Research, Inc.

APPL-NO: 08/ 904711

DATE FILED: August 1, 1997

INT-CL:

[07] G06F019/00,G06F017/60

US-CL-ISSUED: 709/218, 709/219 , 709/227 ,

709/229 , 705/14 , 705/26

US-CL-CURRENT: 709/218, 705/14, 705/26,

709/219 , 709/227 , 709/229

FIELD-OF-SEARCH: 379/88.7; 455/1	•	5/200.48 ; 379/67 ;
709/203 ; 705/26	; 455/49.1 ; 7	09/218 ; 709/229 ;
REF-CITED:	IJ.S.	PATENT DOCUMENTS
PAT-NO	ISSUE-D	
PATENTEE-NAME		US-CL
5133081	July 1992	Mayo
N/A	455/18	N/A
5214793	May 1993	Conway et al.
3214733	455/49.1	N/A
N/A	155/ 15.1	14, 11
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al.	358/142	N/A
N/A	·	
5504482	April 1996	Schreder
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N/A		
5581594	December 1996	McAfee
	379/57	N/A
N/A		
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/-	379/67	N/A
N/A		
<u>5905865</u>	May 1999	Palmer et al.
NT / 70	395/200.47	$\frac{N/A}{}$
N/A	7	
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N/A	340/333	N/A
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	709/229	N/A
N/A		
5950173	September 1999	Perkowski
	705/26	N/A

N/A

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FOREIGN PATENT DOCUMENTS

PUBN-DATE

COUNTRY

US-CL

WO 97/27546

FOREIGN-PAT-NO

July 1997

WO

ART-UNIT:

213

PRIMARY-EXAMINER:

Dinh; Dung C.

ASSISTANT-EXAMINER:

Salad; Abdullahi E.

ATTY-AGENT-FIRM:

Paschburg; Donald B.

ABSTRACT:

An Actively Broadcast URLs for Drive-By Internet Information (ABU-DaBII) system provides for the just-in-time distribution of information through mobile information terminals. The system involves the Internet as the primary source of the information and includes a mobile information terminal as the output device and a local agent which is locally operated. The mobile information terminal includes a receiver, a URL queue and a WWW renderer/browser. The local agent includes a short-range transmitter to distribute information pointers to the mobile information terminal and a mechanism for transferring data into the transmitter.

30 Claims, 3 Drawing figures

Exemplary Claim Number: 1

Number of Drawing Sheets: 2

US-PAT-NO:

6219696

DOCUMENT-IDENTIFIER: US 6219696 B1

TITLE:

System for providing

targeted internet information to

mobile agents

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Brief Summary Text - BSTX (6):

Some very large organizations have used short-range radio broadcasts to send additional information to customers. Such systems allow a much larger amount of information to be transferred, but they have several restrictions which First, they are expensive. limit their use. Second, they require that the customer spend a large amount of time within the broadcast range in order to hear the information. In practice, this means that only organizations occupying geographically large areas can make use of them. Even when satisfying these constraints, such systems still lack the interactivity necessary to deliver custom information which can attract a customer.

Detailed Description Text - DETX (26): The following section describes some sample applications of an ABU-DaBII system. In the simplest case of a local advertisement, a local agent could be included in a store front, and the mobile agents could be in automobiles. As a driver passes by the store, if he is interested in getting information from that store, he uses his browser to get the URL from the queue and accesses the store's WWW page. The store's proprietor can have placed whatever information there he wants, including information about items on sale, rare items in stock, store hours, promotions, or anything which will encourage the driver to do business there. Restaurants could provide menus.

Detailed Description Text - DETX (28):

More sophisticated advertising is possible by customizing the advertisement to the customer. For example, the URL broadcast by the local agent could reference an Internet program using the CGI. This program could be parameterized by the local agent's location. this way, a national advertising campaign could include information about the user's immediate location. For example, a national hotel chain could rent billboards around the country, each broadcasting the URL of the hotel's central office, but with a parameter indicating which location the user was passing. This information could be used to focus the information provided to the user on hotels in the immediate vicinity.

Detailed Description Text - DETX (30):

Local agents placed in street signs, traffic signals, and other <u>locations</u> could be used to deliver references to information about the local area. For

example, WWW documents or programs could be provided to give traffic updates or weather reports for extremely localized <u>areas</u>. Public emergency reports could be easily distributed to motorists though such agents. Information about city ordinances, traffic rules, or information from a local chamber of commerce could be distributed in this way.

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